AMENDMENTS TO THE CLAIMS

1.   (Currently Amended) A method for a user to interact with a server comprising:

receiving client software for ~~operating~~ a client to operate on a user-based hardware device that has the ability to control a display, the client software including:

base software for causing information to be displayed on the display and including software responsive to ~~multiple message types~~ messages relating to different types of interactivity,

program content particular to ~~a certain type~~ multiple episodes of an event, and

episode content particular to an episode of the event, the receiving of program content and the episode content occurring by downloading before the beginning of an episode, the episode content including components for later display during an episode and being received by the client before the beginning of the episode, the components being displayed during the program in accordance with predetermined times and/or in response to messages from the server;

during the episode the client receiving from the server messages~~, each with one of a plurality of message types~~ indicating ~~one of a plurality of types of interactivity~~ the selected ones of the previously stored interactive components related to the episode of the event; and

the base software ~~using~~ responsive to the message ~~type to cause~~ for causing to be displayed on the display the indicated stored interactive component ~~content associated with that message type and~~ in a form particular to the ~~message~~ type of interactivity, wherein the interactive components include one or more of facts, trivia questions, and poll questions.

2.   (Currently Amended) The method of claim 1, further comprising, for a next episode, ~~downloading the~~ receiving new episode content with components related to the next episode prior to the beginning of the next episode without again ~~downloading~~ receiving the program content and ~~without downloading~~ the base software.

3.   (Currently Amended) The method of claim 1, further comprising, for an episode of a different program, ~~downloading~~ receiving the program content and the episode content

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without again ~~downloading~~ receiving the base software prior to the beginning of the episode of the different program, and using the base software with the program content and episode content for the episode of the different program.

4.   (Original) The method of claim 1, wherein the program content relates to a television program, and the episode content is for a particular episode of that television program.

5.   (Currently Amended) The method of claim 1, wherein at least two of the types of ~~interactivity~~ interactive components include a question to which ~~the~~ a user can respond.

6.   (Currently Amended) The method of claim 5, wherein the ~~types of interactivity~~ interactive components include a trivia question and a poll.

7.   (Currently Amended) The method of claim 1, wherein the message ~~type indicates~~ includes an indication that the message is for a trivia ~~questions~~ question, and ~~message~~ includes text for the trivia question, the base software being responsive to the ~~message type~~ indication that the message is a trivia question for formatting the question as a trivia question and for displaying the trivia question with the format.

8.   (Original) The method of claim 7, wherein the formatting further includes displaying a point count for the question that changes with time.

9.   (Original) The method of claim 7, wherein the base software, responsive to a user entering an answer, causes the answer to be provided to the server to determine if it is correct.

10.   (Currently Amended) The method of claim 7, wherein ~~the wherein~~ the base software, responsive to a user entering an answer, checks the answer against an answer stored as part of the episode content.

11.   (Original) The method of claim 7, wherein one of the client and server corrects the answer, the client receiving from the server and displaying a point total for multiple users interacting at the same time with the server.

12.   (Original) The method of claim 1, wherein the client is presentation layer independent.

13.   (Original) The method of claim 1, wherein the client operates with a particular type of presentation software.

14.   (Currently Amended) The method of claim 1, further comprising the client sending messages from the user to the server and receiving messages from other users via the server in a chat functionality during the episode of the program.

15.   (Currently Amended) The method of claim 1, wherein the episode content includes ~~an~~ a plurality of advertisement~~s~~, the base software being responsive to ~~a~~ message~~s~~ ~~type~~ for causing one of the advertisement~~s~~ to be displayed.

16.   (Currently Amended) The methods of claim 1, wherein the client is responsive to the receipt of a message ~~type~~ and audio and/or video information for synchronizing the audio and/or video information to the type of interactivity indicated by the message ~~type~~.

17.   (Currently Amended) A method for a server to interact with a user comprising:

providing client software to a client with a user-based hardware device having the ability to control a display, the client software including:

base software for causing information to be displayed on the display,

program content particular to a certain type of event, and

episode content particular to a specific episode of the event;

the program content and episode content being ~~downloaded~~ provided to the client before the beginning of an episode and including multiple interactive components for later display during the episode;

during the episode, the server providing to the client messages~~, each with one of~~ a ~~plurality of message types indicating one of a plurality of types of interactivity~~ indicating interactive components previously provided to the client and related to the episode of the event so that the user can cause to be displayed on the display content ~~associated~~ with ~~that message type~~ one of the different types of interactivity.

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18.   (Currently Amended) The method of claim 17, further comprising, for a next episode, providing ~~the~~ new episode content with a plurality of components prior to the beginning of the next episode without again providing the program content and the base software.

19.   (Currently Amended) The method of claim 17, further comprising, for an episode of a different program, providing the program content and the episode content without again providing the base software prior to the beginning of the episode.

20.   (Original) The method of claim 17, wherein the program content relates to a television program, and the episode content is for a particular episode of that television program.

21.   (Original) The method of claim 17, wherein one of the types of interactivity include a question to which the user can respond, the message including a message type and a question.

22.   (Original) The method of claim 21, wherein the types of interactivity include a trivia question and a poll.

23.   (Original) The method of claim 21, wherein the server is responsive to the base software providing either an answer for correction or an indication that the answer was correct for providing to users point totals indicting points in response to the answers provided.

24.   (Original) The method of claim 17, wherein the client is provided to be presentation layer independent.

25.   (Original) The method of claim 17, wherein the client is provided and adapted to operate on a particular type of presentation software.

26.   (Original) The method of claim 17, further comprising a technical director for managing the server and providing messages to and receiving messages from the server.

27.   (Currently Amended) The method of claim 26, wherein the server provides messages received from users to the technical director during the episode, wherein the technical director is staffed by an individual that can providing responses to users via the server.

28. (Currently Amended) The method of claim 26, wherein <u>at least some</u> questions for responses are initiated from the technical director to the server, and thereafter to the users <u>on-the-fly during the episode</u>.

29. (Original) The method of claim 26, wherein the program is a television program, wherein the technical director provides content to the server for transmission to the users, the content being stored and timed to be received by the user in such a way that the content is synchronized to the television program to display content relevant to the program at that time.

30. (Currently Amended) The method of claim 29, wherein the content is <u>provided to be</u> stored in advance of being displayed and is timed to appear at selected times.

31. (Currently Amended) The method of claim 30, wherein the technical director receives content as a human input and provides that content on the fly as a supplement to the content <u>provided to be</u> stored in advance.

32. (Original) The method of claim 29, wherein the technical director receives content as a human input and provides that content on the fly to appear at a desired time such that it is relevant to the program at that time.

33. (Currently Amended) The method of claim 17, wherein the episode content includes ~~an~~ <u>a plurality of</u> advertisement<u>s for client storage</u>, the server sending ~~a~~ messages <u>s</u> ~~type~~ to indicate to the client that the client should cause <u>one of</u> the <u>stored</u> advertisement<u>s</u> to be displayed.

34. (Original) The methods of claim 17, wherein the server provides audio and/or video information synchronized to textual messages to cause the textual messages to be displayed with the audio and/or video content.

35. (Original) The method of claim 17, where messages can be provided to thousands of users at the same time.

36. (Currently Amended) A system for interacting with users comprising:

a server having an interface for connection to the Internet infrastructure ~~to provide,~~ <u>the server providing</u> messages to users that have client software for receiving messages from the

server and <u>for causing previously stored</u> content ~~that can~~ <u>to</u> be displayed <u>in response to such</u> <u>messages</u>;

a technical director, responsive to inputs from a producer, for providing to the server different message types that indicate one of a number of different types of interactivity ~~with users~~, and for providing message content to the server, the message content relating to a specific episode of an interactive event, wherein the technical director can provide to the servers stored messages and message types to cause content to be displayed at desired times during the event, and can also provide content input ~~on the fly~~ <u>on-the-fly</u>;

the server, responsive to the technical director, for providing message types indicating content to be displayed, message content, and ~~on the fly~~ <u>on-the-fly</u> content to users.

37.   (Original) The system of claim 36, wherein, in some instances, the technical director provides only a message type, and the server provides related content.

38.   (Currently Amended) The system of claim 36, wherein, in some instances, the ~~technical director provides only a message type, and the~~ server <u>sends a</u> ~~provides the~~ message ~~type to the user, the message type~~ indicating to the user that content previously stored by the user is to be displayed.

39.   (Original) The system of claim 36, wherein, in some instances, the technical director provides a message type and the content to be provided.

40.   (Original) The system of claim 36, wherein the server provides questions with a message type and maintains scores of users who answer questions, the server periodically providing a list of scores to the users.

41.   (Original) The system of claim 36, wherein the technical director, responsive to individual input, responds to messages input by users and provided to the technical director via the server.

42.   (Original) The method of claim 1, wherein the base software is downloaded through Internet infrastructure.

43.   (Original) The method of claim 1, wherein the base software resides on the hardware device without being downloaded through Internet infrastructure.

44.   (Original) The method of claim 17, wherein the base software is downloaded through Internet infrastructure.

45.   (Original) The method of claim 17, wherein the base software resides on the hardware device without being downloaded through Internet infrastructure.

46.   (Currently Amended) A method comprising:

before the beginning of a broadcast episode, a client receiving interactive content particular to an episode of a broadcast event from a server for storage on user-based hardware that also controls what is displayed on a display, the interactive content including a plurality of components including one or more of facts, trivia questions, and polls;

during the broadcast episode, receiving messages from a server, each the messages indicating some part components of the stored interactive content to be displayed; and

the user hardware causing the indicated stored part of the content component to be displayed.

47.   (Currently Amended) The method of claim 46, further comprising receiving additional content on-the-fly for display during the broadcast.

48.   (Previously Presented)   The method of claim 46, further comprising, prior to a plurality of episodes, receiving common content related to the plurality of episodes, and prior to each episode, downloading content particular to that episode.

49.   (Currently Amended) A method comprising:

before the beginning of a broadcast episode, a server providing interactive content with multiple components of interactive content particular to an episode of a broadcast event to a user-based hardware for storage, the user-based hardware including control software to control the display of interactive content to a user;

during the broadcast episode, providing messages ~~that~~ from a server to the user-based hardware to indicate a specified part of the previously stored interactive content to be accessed and displayed.

50.   (Currently Amended) The method of claim 49, further comprising providing additional content for display ~~on the fly~~ on-the-fly during the broadcast.

51.   (New) The method of claim 1, wherein at least one of the interactive components is displayed based on predetermined times during the episode.

52.   (New) The method of claim 51, wherein further interactive components are received and displayed on-the-fly.